

Thank you for working with us on the Humane Education study! To remove possible sources of bias from the data obtained, and to ensure consistency between presenters, we ask your cooperation with the following instructions.

Before each presentation:

1. On the day of your presentation, please bring as many copies of the [Email Sign-Up Sheet](#) which has been provided to you as necessary. There is space for 18 students to sign up on each sheet. It is better to have more sheets than you need than to run out.
2. Give the Email Sign-Up Sheets to the teacher or professor who has invited you to speak when you arrive at the classroom, and ask them to start circulating them around the class before you are introduced. Ask the teacher to say, "We are passing the sheet for entry into a \$500 raffle as a thank you to all audience members of the Humane Education Presentation," or say this yourself.
3. If it is not possible for the teacher to pass the sheets around before you are introduced, you should start them circulating before you begin the lecture. Students should be able to take care of passing them along rows etc., so this should not take too long. You may begin the presentation before the students are done with the sheets.

During the presentation:

1. Give your presentation as usual. Some students may raise their hands to get the sign-up sheets collected, if there is no one else to pass them to. It is probably fastest and least disruptive to your activities for you or the teacher to just pick them up if this occurs, rather than explaining that you'd like them to wait, but you may handle this situation in whatever way is most comfortable for you.
2. Collect any sign-up sheets distributed before leaving the classroom.

After each presentation:

1. Mark each sign-up sheet used with the date of the presentation.
2. If you or someone in your organization has time, enter all legible email addresses from the sign up sheets, along with the dates they were collected, in the spreadsheet we will send you via email. Please do not add any email addresses to your own mailing lists; we do not have permission to do this.
3. If you prefer not to enter the data yourself, please collect all the sign up sheets you have together and be ready to mail the first batch to an EAA volunteer by October 15th. We will contact you closer to that date with a mailing address and any further instructions.

On each campus you visit:

1. You will soon be provided with a stack of business cards advertising a chance to complete a survey and win a \$500 prize. **Do not leave these with the classes you**

present to. Students you present to will be contacted later by email to take a survey as part of the experimental group. Students who receive business cards will be able to take a similar survey as part of the control group. To preserve the study design, it is important that you not distribute the business cards to the same students who heard your presentation.

2. If possible, distribute some business cards on each campus you visit, either by asking a contact to distribute them, or by leaving them somewhere on campus for students to pick up on their own. (For instance, student centers and coffee shops often have places to leave stacks of flyers or business cards.) It does not matter if a few of the students who take business cards heard your presentation, but if you give them to a contact to distribute, make sure they understand not to specifically target those students.

Thank you again for the work you are doing on behalf of animals, and for participating in our study. We are hopeful that the results of the study will highlight the effect of Humane Education on students. Your careful cooperation with the protocol above will go a long way towards helping animals. Thank you!